Docket No.: 249768044US1

(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Gregov et al.

Application No.: 09/848,608

Confirmation No.: 5996

Filed: May 3, 2001

Art Unit: 3625

For: PERSONALIZED PROMOTION OF NEW

Examiner: N. U. Haq

CONTENT

INTERVIEW SUMMARY UNDER MPEP 713.04

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

In response to the interview summary included in the Notice of Allowance dated February 14, 2008, applicant provides this interview summary.

Applicant would like to thank the Examiner for the courtesy extended during the telephone interview conducted on February 3, 2008. As indicated by the Examiner in the above-referenced interview summary, applicant's representative authorized the Examiner to amend the claims by rejoining claims 7-23 and 26-29, and by canceling claims 30-59.

If the Examiner needs further information relating to the telephone interview, Examiner is asked to contact the undersigned attorney.

D-4-4.

Respectfully submitte

Steven D. Lawrenz

Registration No.: 37,376

PERKINS COIE LLP

P.O. Box 1247 Seattle, Washington 98111-1247 (206) 359-8000 (206) 359-7198 (Fax) Attorney for Applicant